**AP Language and Composition**

**Unit One- An Introduction to Rhetoric**

**Activities**

\*Note whether the activity is an (ICA) in-class assignment or (OCA) outside-class assignment. See calendar for due dates. \* All assignments completed in class will require just a quickwrite or notes on the text. Outside-class assignments may require more work, and may be handwritten or typed. Make sure you label the activities on your paper(s).

**1)**  Construct and analyze a rhetorical situation for writing a review of a movie, video game, or concert. Be very specific in your analysis: What is your subject? What is your purpose? Who is your audience? What is your relationship to the audience? DO NOT write a full essay; just analyze the rhetorical situation. (ICA)

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**2)** You are presenting your ideas on ways to stop bullying to two different audiences—1) the School Board or a group of parents (2) a group of middle schoolers. Discuss how you would establish ethos in each situation. (OCA)

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**3)** Read the excerpt from the article by George Will entitled “King Coal: Reigning in China.” Discuss how he appeals to logos in this article on China’s ravenous appetite for coal. (ICA)

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**4)** Read the Order of the Day, distributed by General Dwight D. Eisenhower, Supreme Commander of the Allied Expeditionary Force in Europe, to the military troops right before the 1944 D-Day invasion of Normandy. Discuss how General Eisenhower appeals to pathos. (ICA)

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**5)** Select one of the following rhetorical situations, and discuss how you would establish your ethos and appeal to logos and pathos.

* You are trying to persuade your skeptical parents that a “gap year”—taking a year off between high school graduation and college—will be beneficial.
* You have been asked to make a presentation to your school’s principal and food service staff to propose healthier food choices in the cafeteria at a time when the overall school budget is constrained.
* You are making the case for the purchase of a specific model and make of care that will best fit your family’s needs and resources.
* You are the student representative chosen to go before a group of local businesspeople to ask them to provide financial support for a proposed school trip. (OCA)

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**6)** View the advertisement from the World Wildlife Fund. What rhetorical strategies does the WWF use to achieve its purpose in this advertisement? How does the arrangement on the page affect your response? How does the WWF appeal to ethos, logos, and pathos? How effective do you think the advertisement is in reaching its intended audience? Explain. (ICA)

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**7)** Examine the advertisement sponsored by the Federal Highway Administration. Analyze the rhetorical situation and appeals used in the advertisement and determine whether you think this advertisement is effective or ineffective. (OCA)